FORM 9241
PM INC. 5/80

PHILIP MORRIS INCORPORATED

ADVERTISING COST ESTIMATE

Brand: Marlboro

Date. 12/5/79

Media: Other Promotions - Horse Racing

Contract Terms: For Marlboro's participation on the fourth cover of the Charles Town 1980 Racing Program.

The meet will run from 1/1 to 12/31 for a total of 234 days.

Pay To:
Mr. Richard Dougherty
Pictorial Displays Inc.
c/o Liberty Bell Park
Knights & Woodhaven Roads
Philadelphia, Pa. 19154

Approvals: _____ _____

1980	ESTIMATED COST	AMOUNT PAID	INVOICE NO.	INVOICE DATE	DATE PAID
JANUARY	$10,000 net				
FEBRUARY					
MARCH					
APRIL					
MAY					
JUNE					
JULY					
AUGUST					
SEPTEMBER					
OCTOBER					
NOVEMBER					
DECEMBER					
TOTAL	$10,000 net				

2040924672

Source: https://www.industrydocuments.ucsf.edu/docs/kzwm0004